



External Blueprint #1

“Google Site Sniper”

LEGAL

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“Google Site Sniper” Blueprint

Note: This is the first of our 'external' Blueprints; each new 'external' Blueprint will follow a similar format. For each one, we have bought a particular IM product, went through it in it's entirety, implemented it ourselves, then developed our own Blueprint for successfully implementing a similar strategy.

NOTE: Your purchase of the course INCLUDES new monthly Blueprints that will be sent out to you each month, AT NO ADDITIONAL COST!

Each Blueprint will begin with a summary of the product, followed by an “Under the Hood” section giving you the specific 'nuts & bolts' of the product, an honest “pro's & con's” review, and the results of our own implementation.

Then we will give you our own step-by-step Blueprint showing you exactly how we implemented a similar strategy that was successful, and that you can implement yourself.

Important: the products mentioned are the property of their respective owners; we are not related to them in any way. Our Blueprints are our own creations, inspired by the methods and strategies of various other products in the marketplace.

If you want to further explore the product that inspired a particular Blueprint, we encourage you to buy that product: [Google Sniper 2.0](#)

Summary

Recently, George Brown released “Google Sniper 2.0”, a follow-up to his successful Google Sniper product from a few years ago. The product provides a system for researching and creating single-keyword, product-based Wordpress sites; getting them ranked; and monetizing them through affiliate sales.

The basic strategy revolves around choosing product-related long-tail 'buying' keywords (or alternately a 'product name' keyword), building a small site around the product and the specific keyword phrase, and – in theory, anyway – getting it ranked on Page 1 “quickly & easily”.

There are specific guidelines and criteria for choosing these keywords, instructions on how to set up and optimize the site using Wordpress, choosing an “angle of attack” and creating the site's content, and finally getting the site ranked.

“Google Sniper 2.0” takes very little into account regarding Google's February 2011 “Panda” update.

Under The Hood

Here is a breakdown of the strategy, and the particular tactics and methods in the product:

Strategy

Build small sites entirely around a single keyword.

Implementation

- Choose a product to sell, then a related long-tail keyword – either a 'product name', or a 'buying' keyword with the following criteria:
 - Minimum 3000 searches per month.
 - Low competition as measured by no more than “13,000 competing pages”, and no more than 1-2 “authority sites” at top ranking.
- Create a list of at least 10 additional “LSI keywords” - related keywords & phrases – to include within the site content.
- Register a domain name using the selected keyword, exact-match or close.
- Install Wordpress, choose a free theme, and install two plugins: “All In One SEO” and “Google Sitemaps”.
- Choose an “angle of attack” for your site: either a review site, a 'story' site, or a 'how to / help' site. This is going to drive your content, and is essentially the 'reason' for the site.
- Have a picture of you to include on the site for 'credibility' (from the course: “A photo of you is a must.”).
- Put affiliate links, with a “Click here...” call-to-action, at the top of the page, within the content body, at the bottom of the page, and on the sidebar.
- Cloak your affiliate links.
- Create three 200-400 word posts, 'optimized' with your keyword in title, first paragraph, last paragraph, body, meta description, and meta-keyword tags.
- Create a video related to your keyword and upload it to Youtube.
- Launch site with 2 posts and no affiliate links, second post linking to uploaded Youtube video.

- Wait until site is indexed, then add 3rd post and cloaked affiliate links.
- Ping the site, and create backlinks solely via Social Bookmarking.
- Sit back and wait for the money to roll in...

The Review

Google Sniper 2.0 seems like a great product and a good idea – it sounds like it makes perfect sense, the product material itself – PDF's, 'process map', and a number of videos - seems pretty in-depth, and George talks as if there's simply no way to not make a killing with these sites - he claims 'easy' Page 1 ranking, and 10-20% conversions. According to George, “\$10,000 is easy”, and that he's “being pretty conservative with the estimates here too”. He also says “You don’t need to do any link building or endless content updating here” although part of his plan is exactly that.

We built 5 sites according to the Google Sniper plan. Two of them failed to achieve good rankings at all. Of the remaining three, two reached Page 1 or Page 2 fairly quickly, then fell off almost as quickly. One of the five reached a low Page 1 position eventually, and earns a steady but relatively small income.

The “Pro's”

Targeting relatively low-competition, long-tail, product-centric 'buying' keywords or product names can be the core of a very effective, larger overall strategy, and George provides some good background and ideas for this strategy.

For someone with little internet marketing experience, the course will help expose you to some important basic concepts of keywords, review sites, 'pre-selling', and very basic SEO. It is also presented in fairly granular steps.

With some modifications to the provided plan, it could become a very viable strategy.

The “Con's”

First off, the endless up-sells are particularly annoying, and a good way to throw out a lot of money.

For the basic premise of the course, the reality isn't nearly as rosy as George portrays. Among other concerns, some of the keyword criteria are misleading or limiting to the point of uselessness – for instance, the insistence on “buying” or “product name” keywords with at least 100 daily searches, but less than “13,000 competing pages” (plus that should be a Red Flag right there, as “competing pages” is a misnomer and not an indication of anything useful).

More to the point, this 'single keyword website' strategy has become less and less effective over the last year or two, and even worse off after Google's "Panda" update. These are essentially 1-3 page sites (excluding "About", "Contact", "Privacy Policy", etc.) focused on a single keyword phrase. They won't do well in terms of ranking longevity; on top of this, the guidelines he provides for the content fall short of what the current guidelines for "good quality" (read: "good ranking") are. Should you manage to get this type of site ranked, it isn't likely to stay there very long.

He also suggests that as an alternative to 'buying' keywords, you choose instead a 'product name' keyword to target. This is the exact strategy of the once hugely popular "X-factor" micro-niche site method; I say "once hugely popular" because there was a time that it worked very well, unfortunately these single-product-keyword micro-niche sites were one of the main 'targets' for Google's "Panda" update. They no longer work.

The Blueprint

Overview

We've taken the basic premise and modified it so that it works – and works extremely well. In fact, this modified plan is similar in many respects to the strategy employed in the very-successful "Adsense \$100k Blueprint".

By focusing on related long-tail keyword phrases, it is relatively easy to get ranked – providing that a) you don't produce a single-keyword-focused site, but rather develop a "keyword phrase group" made up of many related long-tail 'product buying' keywords, and use this as the basis for a topical niche site, and b) your content adheres to the current guidelines for "quality content".

After developing a "keyword phrase group" of 5-10 related 'problem/informational' keywords, you will build a site consisting of "keyword target" pages, one page each per keyword from your "keyword phrase group". Each page will be optimized for a single one of the keyword phrases, with the structure and internal linking of the site leveraging all these pages together. The idea is to have a single URL (page) for each keyword, and focus all your ranking efforts solely on getting each page ranked for its target keyword.

From there, it becomes a relatively straight-forward task to get the individual keyword pages ranked, with the ranking efforts for each one boosting all the others.

What you will end up with is a quality 'mini Authority site', able to achieve and maintain Page 1 rankings for multiple keywords. From those rankings comes our traffic, which we will then monetize with appropriate and relevant affiliate offers.

Step 1 – Preliminary

Our preliminary efforts will be to choose a topic or niche, research and create a relevant “keyword phrase group” for that niche, choose the affiliate products we'll promote, and get a domain name.

We are going to begin our keyword research by choosing a topic or niche to pursue. We want to find 'secondary' keyword phrases within our 'top level' topic or niche. “Top level” niches are the 'usual suspects' like education, finance, health, relationships, etc. We will pick a “root” or “seed” keyword phrase as our starting point, then drill down to find our “secondary” keyword phrases. “Secondary” keyword phrases are long-tail keywords that we find 'underneath' our beginning root keyword in the 'top level' niche, that are related to our “root” keyword, but excluding the main 1-2 word highly-competitive keywords. As an example, starting in the “relationship” top level niche, we might begin with something like “dating women” as our “root” or “seed” keyword, which we will then plug into our favorite keyword research tool to generate a list of 'secondary' phrases. From that list, we are looking for 4-8 keyword phrases to make up our group. Examples might be “dating divorced women”, “dating mature women”, “dating single parents”, etc.

In the example above, our primary “root” keyword is “dating women”, which we will use for our domain name. Our selected keyword phrase group consists of keywords that are all related to our “root” keyword.

The criteria for our selected keyword phrases are that they have a total combined search volume of at least 2400 searches per month, and that the competition for each is 'reasonable'.

Competition. Despite what you may have heard or read elsewhere, 'competition' is exactly – and only – the pages currently on Page 1. We aren't concerned with “number of competing pages”, how many “results” come up for a search, or any other measure; only how strong the pages currently on Page 1 are. As a very general guideline, we want to see sites with a Pagerank of 3 or below, and 300 or fewer backlinks in Positions 3 and below. This tells us we can reasonably assume we'll be able to reach those positions.

Note: Please read the “Competition” section of the T100k course for more detailed discussion of assessing competition .

Once we've developed our keyword phrase group, we want to find one or more affiliate products to promote, and register our domain name.

We want to choose products to promote that 'answer' what a searcher might be 'asking' when typing in a search of our keyword phrases. In the example above, they are 'asking' for information about, or how to “date divorced women”, etc, for which an 'answer' might be books on dating, or a dating site offer.

Some keywords will have obvious products to promote, but we can also take advantage of Offer Vault (<http://www.offervault.com/>) to find affiliate and CPA offers by keyword. You can also find relevant products for almost anything on Amazon.

One good method for finding good, well-converting products is to do an actual search using our keyword phrases, click on the pages that come up for the search, and see how they're monetizing. In some cases, you'll find new/better/different products or services, and very often you can click through and see if they use an affiliate network like Commission Junction, Linkshare, etc., or have an affiliate program of their own that you can join. Once our site is up and receiving traffic, you'll be able to 'experiment' with different product offers.

For our domain, we want to make sure to include our 'root' keyword, getting as close to an exact-match domain as we can find. In order of preference, we want a .com, .net, or .org domain.

Step 2 – Content

Initially, we will need one article for each keyword phrase in our keyword phrase group, plus an article for our homepage. Each of the 'keyword' articles will focus on it's respective keyword phrase, while the homepage article will be a more general article pertaining to our “root” keyword.

The 'keyword' articles must follow the basic guidelines for 'quality' that are layed out in both the “Article Marketing” segment of the “Traffic” section, and the “Content And Copy Writing” sections of this course. If you haven't already, please read those sections.

The general format for the 'keyword' articles is:

- Minimum 500 words;
- Keyword phrase in the title;
- Keyword phrase in the first sentence of the first paragraph;
- Keyword phrase in the first sentence of the last paragraph;
- Variations of the keyword phrase in the body of the article;
- 100% grammatically correct;
- Worthwhile content – no senseless fluff or filler;
- 100% unique content.

KW Phrase In Title & first sentence

CNA training can vary somewhat from state to state, and from one provider to another, however there are basic skills and knowledge requirements common to most programs. The American Red Cross of Central Maryland is now offering a new 114 hour Red Cross CNA class, and it offers a very good outline of what all CNA training courses teach. The course consists of 43 hours of lecture/theory, 29 hours of lab/practice, plus 42 hours of clinical training experience. Clinical instruction takes place at a long-term facility, i.e. nursing facility, and supervised by an American Red Cross instructor, where students work with patients, gaining invaluable hands-on experience.

KW phrase within
article body (2-4 times)
and last paragraph.

- First Aid for Choking
- Hand washing
- Putting on and Taking Off Protective Clothing
- Handling a Plastic Trash Bag
- Using an Electronic Thermometer
- Counting and Recording a Person's Pulse

There are many [free CNA training](#) opportunities available, however the Red Cross does charge for their course. You can often get free training and certification through local hospitals and nursing homes, or local vocational training organizations, however they do not cover the cost for the state exam.

While it might be beneficial for a student to have previous CNA training, The American Red Cross does not offer credit for previous training, experience, or coursework taken at any other medical facility, school, college, or university. Some providers do take workplace experience or prior training into account.

Step 3 – Website

Once you have Wordpress installed, you'll want to choose a theme, and install the following plugins:

All-In-One SEO plugin:

Google XML Sitemaps plugin;
Easy Privacy Policy plugin;
RSS Include Pages plugin.

You're also going to set up Google Analytics on the blog, and add it to your Google Webmaster Tools account.

For your theme, you can choose any theme you like, as long as it has at least 2 columns, so you can include your affiliate offer(s) in a sidebar 'widget'. That said, you want to avoid very loud, busy, or overly complex themes.

After your Wordpress blog is installed and plugins enabled, it's time to add your content. You'll be adding the 'keyword' articles as “Pages” rather than “Posts”. Make sure you use each article's keyword phrase as its 'Permalink' (this will be the URL for that Page or Post, where you can specify what the 'name' will be – specifically what comes after the domain name i.e. “[http://www.mydomain.com/*my-keyword-phrase*](http://www.mydomain.com/my-keyword-phrase)”).

At the bottom of each article, you want to add a Call to Action link to your affiliate offer. In the example above, we might be promoting a dating service, for which we can have something like:

“Click here to meet Single Parents looking to date right now: <http://www.my-affiliate-link.com>”

Note: Rather than using 'straight' affiliate links, you should use 're-directs'. Check the main course PDF “Resources” section for example re-directs you can use.

In addition, you are going to place an ad graphic in the sidebar, close to the top but not all the way at the top. Almost all vendors will provide 'button' or 'skyscraper' ad graphics that you can use for this purpose.

You'll then add your homepage article as your first “Post”.

After the blog is set up and content added, you can move on to the next step and begin getting your pages ranked.

Step 4 – Ranking

Our goal is to get each of our 'keyword' article Pages ranked on Page 1 for its respective keyword phrase.

Ranking these Pages is relatively simple, for two reasons: first, we're targeting very narrow, specific long-tail keywords; second, we have optimized everything for ranking these keyword Pages. It comes down to simply getting enough “Total Backlink Value” pointing to each Page to 'displace' one of those pages currently on Page 1.

The first thing we want to do is take our RSS feed, which we can usually find right on the site's theme,

and submit it using RSSBot or similar RSS submission application. Because we've installed the “RSS Include Pages” plugin, our RSS feed will include our review Pages.

Next, we want to Social bookmark each individual URL – our homepage, plus each keyword article Page. Make sure to use each Page's targeted keyword as it's title, since the title will become the clickable anchor text.

Since our Pages should already have been indexed by now, we want to submit each keyword article to Ezinearticles, with two links in our bio box – one to the home page, and the other to the appropriate review page.

This may be enough already to get our pages ranked. We still want to add backlinks however, either to continue pushing our rankings up, or 'cementing' them if they are already there.

Write and submit 5-10 articles related to the product niche, and submit them to different article directories about the product type or category, including the links to your site in the 'resource box'.

Lastly, create 2-3 Web 2.0 sites about something relevant to the niche. Across these sites, you'll 'spread out' your backlinks such that you have links pointing to every one of the keyword article Pages.

Supercharge It!

You can further boost the speed and effectiveness of your ranking efforts by following the ranking steps from the “SEO & Ranking Blueprint”.

Extending This Blueprint

One easy way to extend this Blueprint is to expand your site by adding additional keyword phrase article Pages. Each new Page should get a little easier to rank, since they'll automatically gain some benefit from all the previous backlinking. Once we add a new keyword article page, simply go back through the ranking exercises until you get your Page 1 positioning.

Once you are getting some steady traffic, you can experiment with different affiliate offers; look for higher-paying offers, test to find higher converting offers, look for offers that have a “back-end” that pays out to affiliates, etc.

You can increase your search engine traffic by working additional related keywords in to your homepage posts. Using your favorite keyword tool, plug in your current keyword phrases, and look for related keywords that have search volume lower than what you would want for your 'primary' keyword phrase group. Generate a list of these low-volume keywords and work them into your content. Because they are related and relevant, and are likely to have little competition given their low search volume, you'll start to rank almost immediately for these keywords. The more you use, the more combined search engine traffic you'll get from them.

Google Webmaster Tools will also give you a list of keywords that you are already starting to rank for; look for the ones with higher search volume and 'boost' your rankings for them further by creating additional backlinks. using those keywords as the anchor text.

We can further leverage our efforts and extend this Blueprint by creating additional sites in the same or similar niche, and leverage each by interlinking them.

Finally, we can 'scale up' our efforts by outsourcing part or all of the steps for additional new sites.

END

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